

10/14  
OCT 18 1922

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CLARENCE ✓

Photoplay in seven reels ✓

Adapted by Clara Beranger from the  
Play by Booth Tarkington ✓

Directed by Wm. DeMille ✓

Author of photoplay (under Sec. 62)  
Famous Players Lasky Corporation of the U. S. ✓

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C L A R E N C E

OCT 18 1922

The Cast

Clarence Smith.....Wallace Reid  
Violet Pinney.....Agnes Ayres  
Cora Wheeler.....May McAvoy  
Mrs Wheeler.....Kathlyn Williams  
Mr. Wheeler.....Ed. Martindel  
Bobby Wheeler.....Robert Agnew  
Hubert Stem.....Adolphe Menjou  
Dinwiddie.....Bertram Johns  
Della.....Dorothy Gordon  
.....Maym Kelso

(detailed cast not to hand yet)



OCT 18 1922

*Paul*  
*OK*

TM

"CLARENCE"

Play by Booth Tarkington

Adaptation by Clara Beranger

Directed by Wm. C. deMille.

OCT 18 1922

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The Wheeler family, like many other families, is all at sixes and sevens, with every one having his own particular grievance, and getting on every one else's nerves. HENRY WHEELER, the father, devotes so much time and energy to his business that he has very little left to devote to his family. MRS. WHEELER, his second wife, and the stepmother of his two children, resents her husband's lack of attention, and feels that inasmuch as he does not give her the devotion and small courtesies she would like to have, he must be giving them to someone else. The particular fly in her ointment is the new governess, VIOLET PINNEY, whom Mrs. Wheeler feels is much too pretty to be competent.

In truth, Miss Pinney's lot is an unfortunate one -- she is viewed with jealousy by the wife and with resentment by the flapper daughter, CORA, who is much more interested in men than in books. HUBERT STEM, Mr. Wheeler's personal secretary, who is making a play for the susceptible Cora, because of her money and social position, also resents the governess' watchfulness over her charge.

When the picture starts, Mr. and Mrs. Wheeler are having a typical "quiet" evening at home, and each one is a martyr in his own eyes. In the adjoining room, Cora is

carrying on her flirtation with Stem under the very eyes of her governess who, however, catches them and immediately becomes suspicious. She follows Cora out into the garden and arrives just in time to hear Stem suggest an elopement.

BOBBY WHEELER, the young son, who had been sent away to three schools by his father and had three times been sent home, now returns suspended again and he is afraid to face his father. He is sneaking up the steps in the hopes of getting by without being discovered, when DELIA, the house-maid, whom he had kissed in a reckless moment, stops him and informs him that since he kissed her DINWIDDIE, the butler, and Della's regular beau, has broken off with her, and now Bobby has either to marry her or she will sue him for damages. Bobby is so scared by this that he drops his suit-case and the noise attracts the attention of his father. Follows a scene in which Bobby refuses to go back to school. Wheeler is enraged by this defiance, when Cora dashes in and, furious at Miss Pinney, demands that she be discharged. It seems to Wheeler that everything in the house is wrong, and to make matters worse his wife sides with the children against him, counteracting his discipline.

When Miss Pinney interrupts the love scene between Cora and Stem, Stem accuses her of having an affair with Wheeler, and warns her that if she interferes with his plans he will see to it that Mrs. Wheeler discharges her. He believes he has gained his point; but Violet, feeling the responsibility of her position, tells Mr. Wheeler she must see him at once. This incurs the jealousy of Mrs. Wheeler, which jealousy is further fed by Stem, when he



discovers Violet is closeted with Wheeler. The evening has been one continued series of family squabbles and complications.

The next day, in the office, CLARENCE is introduced, just as "Clarence". He is a soldier, who has sought out Wheeler in the hopes of getting a job, and quite by accident he is a witness to the family troubles, learning in turn Bobby's trouble with Della and Cora's mixup with Stem. Not regarding him seriously, each member of the family confides in him, until at the end of the series, when Stem has been discharged by Mr. Wheeler and Cora has been warned never to see him again, when Cora is carried out in hysterics by Violet, and Mrs. Wheeler, whose jealousy has almost reached the breaking point, adds her hysterical sobs to the confusion of the scene. Wheeler, to his horror, discovers Clarence. There has been some confusion over Clarence's name, which Wheeler's secretary has taken down as Sam. Partly because he had been told that Clarence could drive mules without swearing, and partly because he has gotten in on this family mixup, Wheeler decides to take Clarence to his home. Throughout this whole scene, Clarence has been a rather pathetic figure, in an old, rumpled-up uniform, his hair straggly, big horn-rimmed glasses, and with a decided limp and slouch.

A month later finds Clarence still in the Wheeler home. The good air and good food have changed him and he looks much more like a human being. He is still wearing his army uniform, but he walks straighter and he has been able to discard his glasses. Everybody in the house calls him Clarence and everybody likes him. He is called in to do all sorts of odd jobs, and by his very sweetness and apparent

ingenuousness, he manages to solve, without any effort, all the mixups in the home. He has fallen in love with Violet from the very beginning, and when Stem tries to make it very nasty for her, Clarence, who happens to be in the act of tuning the piano, quietly puts him out.

Violet now confides in Clarence her trouble in watching Cora. She tells him she fears the child may do something reckless. A few moments later Clarence discovers Cora about to run off in her little runabout and on pretense of seeing if the car is in good shape, he unscrews the oil cock, so that she will leave a trail of oil on the road. Summoning Violet, he immediately follows in a larger car. Cora does not know she is being pursued, and Stem is waiting for her at the minister's home. When Cora comes within sight of the minister's, her car stops. Stem, who is watching, sees that she is having trouble, and goes to get her. They are just about to go off to the minister's, when Clarence, with Violet, drives furiously into the scene and stops them. Follows a fight between Clarence and Stem, in which Stem is worsted, Cora carried kicking and screaming into the car and forced to leave against her will. She leans out of the car and shrieks back, telling Stem she will be faithful forever. As the car pulls out of scene, Stem picks himself up, raging at Clarence, and suddenly discovers on the ground Clarence's pocketbook, which is initialled "C.S." In the pocketbook is a clipping about one "Charles Short", a deserter. The picture has been cut off, leaving only the feet, which do look like Clarence's feet (or for that matter could look like those of almost any soldier), but Stem believes he has got something on Clarence and shows



that he means to use it.

When Clarence and Violet get Cora home she breaks out in a terrific denunciation of Miss Pinney. Clarence leaves and Bobby, who hears this excited language directed against the governess, with whom he has fallen madly in love, with a typical young boy's ardor, lands into his sister and they have a regular boy and girl scrap, which is only interrupted by the arrival of Wheeler, who comes home tired from business into the worst family brawl he has ever witnessed. He turns to Miss Pinney for an explanation and again Mrs. Wheeler, jealous of Miss Pinney, leaves in anger. Now Miss Pinney, unable to bear Mrs. Wheeler's open hostility, gives notice, says she cannot stand it any longer. Wheeler, driven to desperation by his wife's unfounded suspicions, decides he cannot stand it any longer either and as long as his wife believes him guilty of an intrigue with Miss Pinney he might just as well have one. He tells her if she leaves he will leave with her. Mrs. Wheeler, listening from an adjoining room, hears this, and there is a terrific quarrel, broken by the entrance of Clarence, beautifully dressed in his new clothes, and playing the saxophone. Cora, who had forgotten her imagined love for Stem when she saw Clarence in his new clothes and heard his "wonderful" music, now leads him proudly in and shows him off to her mother; and Mrs. Wheeler's reaction is much the same as Cora's. Here is someone she can pour her moon-light on -- here is someone who will give her the attention her husband fails to give her.

Della, who has been watching, shows exactly the same reaction as Cora and Mrs. Wheeler; and the scene closes with

the three women adoringly watching Clarence as he plays the saxophone, a regular Piped Piper, and the three men, Mr. Wheeler, Bobby and Dinwiddie, thoroughly resenting the turn of affairs.

That night, when the romantic quality of Clarence has carried the women even to further extremes of adoration, Mr. Wheeler begins to doubt his judgment in bringing Clarence into the house. There seems to be some confusion over his last name, since Wheeler thinks the name is Smun, Bobby declares it is Moon, and Dinwiddie assures them are are both wrong, that it is Smart.

Taking advantage of Mrs. Wheeler's good humor, Clarence tells her how unfair she has been to Miss Pinney, and suggests that he bring her down into the family circle. Granted Mrs. Wheeler's permission, he goes to get her. Della, in the meantime, assures Bobby he has nothing to fear from her. She has nothing in her heart now but the kindest thoughts (as she says it, she casts a languishing look at Clarence).

Clarence comes upon Miss Pinney, almost in tears at the thought that she is leaving the house in disgrace and, with the best intentions but with his usual awkwardness, he tells her he is expecting a letter, all of which means nothing to Violet, until Clarence adds that he cannot tell her he loves her until the letter comes. A love scene is just beginning between them, when Bobby, who has followed Clarence up, interrupts and sends him on downstairs, but not until Clarence has a whispered word with Violet, making an appointment in the garden. While Clarence is out waiting in the garden, he is joined by Mrs. Wheeler, and his attention is suddenly attracted by a beetle. Mrs. Wheeler's romantic inclination is checked by Clarence's absorption in the beetle; then,



with good humor, she lets him explain all about it to her.

Stem arrives at the house, demanding to see Mr. Wheeler; and then he springs his bomb. He has found Clarence's pocketbook, in which is the clipping about the deserter, Charles Short. Things look rather bad for Clarence, and Wheeler is inclined to believe Stem's story. He is enraged when he looks through the window and sees his wife and Clarence in what looks like a compromising position (shot from other side it is merely Clarence showing Mrs. Wheeler the bug). Clarence is called in and accused of being a deserter. For a few moments he is too stunned and dazed to get the full significance of the accusation, and his very hesitancy would point him as guilty. He is brought to himself by Violet's plea to assure them he is not this deserter. Then, fooling with the clipping, he turns it on the other side and discovers that there is an account of a lecture by Professor C. Smith, of the New York Zoological Society. Clarence shows the clipping to Mr. Wheeler, convinced that this will clear up everything. But Mr. Wheeler is still in doubt. Clarence, in despair, calls Dinwiddie and questions him carefully as to whether there was not a letter from him. Dinwiddie says No. Stem is gloating. He believes Clarence is trapped, and Clarence is beginning to feel he is in a hole, when suddenly Dinwiddie returns, pulls a letter from his pocket and says "The only letter that came was for a Dr. Smith, but there isn't anybody by that name in the house". Clarence frantically tears the letter open.

It is the one he had expected, from the Dean of his college offering him back his position on the staff of the college, as Professor of Entymology.

The situation is now cleared up. Stem is practically kicked out. Mr. Wheeler apologizes to Clarence, tells him he will be sorry to lose him. Clarence says he will be sorry to go, too, and adds that he is sorry he has to take Miss Pinney with him. This comes as much of a shock to Violet as it does to the rest and only an appealing glance from Clarence makes her nod her head Yes. Clarence, unconscious of anyone else, starts to grab her in his arms, but Violet, seeing him at Mr. and Mrs. Wheeler, stops him. Mrs. Wheeler, who is relieved that Clarence will be out of his wife's way, smiles and tells Violet not to be ashamed of romance. The thing really to be ashamed of is neglecting it and letting it go out of your life. With a meaningful smile he takes his wife in his arms. As she, happy, knowing that he has had his lesson, goes into them, Clarence starts out with Violet toward the garden. The two kids, Bobby and Cora, who have been amazed and distressed by the sudden realization of the romance between their two respective loves, watch them, almost unbelievably, until they are out of the scene. In the hall, Della is watching too. As she sees Violet in Clarence's arms, she gives a deep sigh, "Oh, Clarence!" and goes for consolation into the willing arms of Dinwiddie.

The last scene will show Bobby and Cora, as they witness the kiss of Violet and Clarence. Unable to bear the sight, they turn away almost at the same moment, look at each other and, bound by a common tragedy, fall into each other's arms.



And so, through the comic but romantic personality of Clarence, the Wheeler household has been straightened out. The two heads of the home, united by the realization that romance must not be deadened by the petty commonplaces of life, will be better able to gain the confidences, and direct the lives of their children.

THE END.

LAW OFFICES  
FULTON BRYLAWSKI  
JENIFER BUILDING  
WASHINGTON, D. C.  
TELEPHONES MAIN 885-886

OCT 18 1922

~~September 25, 1922~~

October 18, 1922

Register of Copyrights,  
Washington, D. C.

Dear Sir:-

I herewith respectfully request the return of  
the following named motion picture films deposited in  
the Copyright Office for registration of copyright in  
the name of Famous Players Lasky Corporation

THE OLD HOMESTEAD (8 reels)  
MANSLAUGHTER (10 reels)  
CLARENCE (7 reels)

Respectfully

Fulton Brylawski

The Famous Players Lasky Corporation hereby acknowledges  
the receipt of the motion picture  
films deposited and registered in the Copyright Office  
as follows:

Title	Date Deposit	Registration
THE OLD HOMESTEAD	10/18/1922	L ©CIL 18326
MANSLAUGHTER	"	L ©CIL 18327
CLARENCE	"	L ©CIL 18328

The return of the said copies was requested by the said  
company, by its agent and attorney, on the 18th day of  
October, 1922, and the said Fulton Brylawski, for  
himself, and as the duly authorized agent and attorney  
of the said company, hereby acknowledges the delivery  
to him of said copies and the receipt thereof.

5 Copies Returned  
OCT 23 1922  
Delivered in person

*Fulton Brylawski*



If It's a Paramount Picture, It's the Best Show in Town

PARAMOUNT

You Can't Make a Mistake When It's a Paramount Picture

## PRESS

## "CLARENCE"

Wallace Reid

AGNES AYRES and MAY McAVOY

From the play by Booth Tarkington. Screen play by Clara Beranger. A Paramount Picture.

## SHEET

Advertising and Publicity

CHARLES KENMORE ULRICH, Editor

Exploitation Accessories

News Notes of  
William de Mille's Comedy  
"Clarence"

Print Them in Your Theatre Programmes or Send Them to the Press

HAVE you a house organ? Or do you print a programme for the benefit of your patrons? Or do you supply news notes to some concern which provides you with programmes? If so, utilize the following notes regarding "Clarence," a Paramount picture featuring Wallace Reid, Agnes Ayres and May McAvoy.

## William de Mille's New Hit

William de Mille adds to his achievements, that of successfully directing an entirely humorous picture. Proof of this will be forthcoming when "Clarence," comes to this theatre on next. The picture carries a fine message despite the fact that it has been created mostly for laughing purposes.

## Three Stars in "Clarence"

Three stars are the featured players in William de Mille's new Paramount picture, "Clarence." They are Wallace Reid, who has the name part, Agnes Ayres and May McAvoy. In addition there are many other popular players in the supporting cast. The picture, adapted from Booth Tarkington's play, deals humorously with the efforts of Clarence Smith to patch up the squabbles and squawkings of the discontented Wheeler family. It will be seen here next.

## Wallace Reid As "Clarence"

As a stage play, Booth Tarkington's "Clarence" was a phenomenal success, creating at the same time an unforgettable character. Transferred to the screen, it presents Wallace Reid as Clarence Smith. See the picture when it comes to this theatre on next.

## "Clarence" Well Cast

Three Paramount stars, supported by a cast of popular players and directed by William de Mille, are seen in "Clarence." The stars are Wallace Reid, Agnes Ayres and May McAvoy, while the members of the supporting cast include Kathryn Williams, Adolphe Menjou, Edward Martindel, Bertram Johns, Robert Agnew, Dorothy Gordon and Maym Kelso. A cast par

Tease Them In  
by Wise Exploitation of Comedy  
"Clarence"

Practical Advertising Suggestions Which Exhibitors May Find Profitable.

PARAMOUNT exhibitors will find William de Mille's comedy production of "Clarence," featuring Wallace Reid, Agnes Ayres and May McAvoy, a splendid and worthy vehicle for exploitation. It is a delightful picture, filled with appeal that will impress itself upon every picture fan. It is a family picture in every sense of the word and will be thoroughly enjoyed. Use the advance line, "Clarence," a Comedy Classic, Coming." It will start your clientele talking and that means much to you.

## A Clarence Link-up.

You might interest every man named Clarence in your town, by offering him a ticket to your showing of "Clarence," provided he is accompanied by a girl named Clara. Or you might give a season pass to every Clarence so christened during the run of the picture. This "human interest stuff" and the papers will be bound to give you good publicity. Obtain pictures of the baby if possible, and in addition to having the newspapers run them, make a slide of them and screen it at your theatre. Another angle on the name idea would be to secure the full names of every Clarence in your town and plant one of them each day in your ad.

## Music Store Tie-up.

A saxophone figures prominently in the picture. So much so, that a saxophone craze might easily start. At all events, get in touch with your local music store and see whether you can arrange a tie-up with the picture. Take along some stills with you, and tell the storekeeper that Wallace Reid is known to be one of the world's greatest saxophone players. Secure for his window some stills of Wally playing the instrument.

## Bookstores Tie-up.

"Clarence" is one of the most famous of Booth Tarkington's plays, and although it has not been published, there are many of this author's books which can form a display to help you sell the picture to your public, and incidentally help sell the books also. Give the storekeeper some stills and also a card drawing the public's attention to the fact that although Booth Tarkington is the author of all the books on

## Data Regarding "Clarence," a Superb Paramount Comedy Drama, Featuring Wallace Reid, Agnes Ayres and May McAvoy

A PARAMOUNT COMEDY DRAMA with three recognized and popular stars, is a feature exhibitors are not often privileged to present to their patrons. And more than that, it's clean as a hound's tooth, thoroughly enjoyable and essentially a delightful family picture which even the most censorious censor will cordially indorse. That picture is "Clarence," a Booth Tarkington story and the stars are Wallace Reid, Agnes Ayres and May McAvoy. It is a light comedy of the American home

circle, abounding in wholesome humor. It is one of the best William de Mille productions to date. It is a splendid example of the new type of picture that the Hays influence is instrumental in producing.

## Favorite Stars Are Featured

Wallace Reid is unquestionably one of the most popular of American screen stars. His cinema achievements are too numerous to mention, but it is safe to say that they are not surpassed by those of any other players of the silver sheet. His recent pictures, "The Dictator" and "The Ghost Breaker," not to mention a score of their predecessors, have placed him in the front rank of stars in public estimation but when his admirers see him in "Clarence" they will witness one of the most artistic performances he ever has contributed to the picture art.

Agnes Ayres, since her stellar debut in the Paramount picture, "The Lane That Had No Turning," has advanced far in the esti-

ard, is evident to all who have seen the picture to date.

## Screen Play by Clara Beranger

At one time engaged in newspaper and magazine work, Clara Beranger is one of the best known scenarists identified with motion pictures. She has done so many pictures for Paramount that to mention all of them would make a list too long for the limited space allotted here.

## Booth Tarkington Author of Story

Of course, you know Booth Tarkington. He is one of the best known American novelists and playwrights. He wrote "Clarence" as a play and it scored an instantaneous hit on Broadway in New York in 1919. It is a whimsical comedy of American family life.

## Well-Known Players in Supporting Cast

There are several well known players in the supporting cast. Chief among these is Kathryn Williams, herself a star of repu-



WALLACE REID

In William de Mille's new Paramount Comedy production, "Clarence"

cast in "Clarence" and displays her artistry to the finest advantage.

## William de Mille Famous Director

Admired for his masterly direction of "Midsummer Madness" William de Mille ranks among the foremost picture producers of this or any other country. Exhibitors need not be told that such pictures as that named, not to speak of "Nice People," "Bought and Paid For," and others produced by William de Mille, are genuine box office assets. That "Clarence," being a superb comedy creation in which



AGNES AYRES

mation of the motion picture loving public. Her work with Rodolph Valentino in "The Sheik," proved her to be an artist of manifold attainments, and this conviction was accentuated by her characterizations in "The Ordeal" and "Borderland." She acquits herself exquisitely in "Clarence."

tation. Others include Adolphe Menjou, Edward Martindel, Bertram Johns and Robert Agnew.

## Guy Wilky Did the Photography

When it is said that Guy Wilky photographed the scenes of a Paramount picture, little more need to be added. Mr. Wilky is

Live Hints On  
Wallace Reid's New Comedy  
"Clarence"

It Is Different, Has Unique Story and Should Make Money for Exhibitors

AS William de Mille expresses it, the fact that "Clarence" is "Clarence," is the main reason why it is different from any other picture. It is highly original in plot and situation and was written by Booth Tarkington. It preserves the inimitable Tarkington comedy style. In the picture, the Tarkington qualities and characterizations have been preserved, particularly Wallace Reid's characterization of Clarence. And this role, incidentally, marks a new departure for Reid in type of character. It is not a straight role, but in make-up and portrayal, is strictly a character creation.

## Why Picture Will Win

"Clarence" is more or less a laugh producer from start to finish. It will not cause loud guffaws, perhaps, because its humor is more mellow and refined. In other words, the audience will not laugh because of any absurdities, but because the play is so truthful—so real a picture of our own lives and of the American home with its little scrapes and tangles and petty jealousies and clashes of the members of an everyday family. As William de Mille describes it—"it is humorous rather than funny." There is a fine distinction.

## Should Make Money

"Clarence" should make money for an exhibitor because of its universal appeal to audiences. It is a picture of the American family, written by Booth Tarkington, an author who has been read by father, mother, sister and son, with equal delight. The great American family is familiar with Tarkington achievements and Tarkington style. They are also familiar with the work of William de Mille, the producer, who is better qualified to translate literature of this kind—character studies—to the screen than any other director.

This picture should have a quadruple appeal to patrons from a cast standpoint. There is not just one star, but four—Wallace Reid, Agnes Ayres, May McAvoy and Kathryn Williams, the first three of whom have recently been seen in their own starring vehicles via Paramount.

This picture, like "Lulu Bett,"

Peppy Reviews  
For the Exploitation of  
"Clarence"

Send Them to Your Home Town Newspapers and You Will Win the Fans.

IT is not always possible for your hometown newspaper to review your opening showing, and in that event, the enterprising exhibitor will provide notices of his own. Here are several on "Clarence," which doubtless will be found acceptable by the editors of your local press.

## "Clarence" Delightful Comedy.

Genuine mirth was constantly in evidence at the theatre last evening during the presentation of a Paramount comedy classic, "Clarence." The picture was directed by William de Mille—usually given to producing serious drama—and it contained all of the humor and whimsicality of Booth Tarkington, author of the play on which it is based.

"Clarence" is the story of an absent-minded soldier whom fate selects to be the cementing influence in the lives of a squabbling family. His sincerity wins the confidence of the disputants and he tactfully arranges matters so that everybody is happy and contented. In the name role Wallace Reid proves himself one of the most humorous players on the screen. His "Clarence" is a role that will linger long in one's memory. As Violet Pinney, the governess who appears to be the family's storm center, Agnes Ayres is charming and convincing. Considerable amusement is provided by May McAvoy, who believes that the entire world should stop and with bated breath watch the progress of her first love.

Mr. de Mille has directed the picture with deftness and understanding and has given the screen a human comedy which will be regarded as one of the comedy classics of the year. The supporting players were excellent in their respective portrayals.

## "Clarence" Is Approved.

A capacity audience at the theatre gave strong approval to the Paramount feature version of Booth Tarkington's famous comedy, "Clarence," last night. Wallace Reid was delightful as Clarence, the ex-mule driver, coleopterist and discharged soldier, who drifts into the midst of an unhappy family and adjusts their little misunderstandings.



ly directing an entirely humorous picture. Proof of this will be forthcoming when "Clarence," comes to this theatre on next. The picture carries a fine message despite the fact that it has been created mostly for laughing purposes.

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### Makes Sacrifice to Art

Bertram Johns, noted character actor, made a great sacrifice for art, when he shaved off his moustache for his role in William de Mille's production of "Clarence," in which Johns is seen as a butler.

### Kathlyn Williams in "Clarence"

Kathlyn Williams is back from her long trip through the Orient and will be seen in a prominent role in William de Mille's Paramount production of "Clarence," to be shown at this theatre soon. She is reported as giving an excellent performance as Mrs. Wheeler, in the screen version of this famous Booth Tarkington comedy. Wallace Reid, Agnes Ayres and May McAvoy are the featured players.

### Wallace Reid's Saxophone

Wallace Reid was happy recently because his role in William de Mille's new Paramount production "Clarence," called for a few spasms on the saxophone. It's Wally's favorite instrument. The fact is, the property man had to stuff rags in the end of the thing because when Wally played on the set the camera men tried to turn the cranks in time to the music. The result was a novelty, and it may be seen at this theatre next.

and that means much to you. A Clarence Link-up. You might interest every man named Clarence in your town, by offering him a ticket to your showing of "Clarence," provided he is accompanied by a girl named Clara. Or you might give a season pass to every Clarence so christened during the run of the picture. This "human interest stuff" and the papers will be bound to give you good publicity. Obtain pictures of the baby if possible, and in addition to having the newspapers run them, make a slide of them and screen it at your theatre. Another angle on the name idea would be to secure the full names of every Clarence in your town and plant one of them each day in your ad.

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### Beetle and Bug Display.

Since the real Clarence of the picture is an authority on beetles and bugs, you might be able to induce a local person with the same disposition and inclination to make available a portion of his collection of the things that fly, crawl and bite. Meaning that you might persuade a local coleopterist to place one of his display cases on exhibition in a prominent window, and explain the reason for so doing with a card which will link the display up with the picture that you are showing.

### Teasing 'Em In.

You can tease 'em in with the title of the picture alone. Also with the line "Have you seen Clarence?" or "Clarence is coming," and lots of others of like nature. You can work along the lines of the coleopterist. You can ask, "Are you a Coleopterist?" or "Have you seen a Coleopterist?" or "Is there a Coleopterist in your home?" or "What would you do if you met a Coleopterist?" You will readily see from these few examples that there are scores more waiting for you to pick them.

Exhibitors should not ignore the accessories and publicity stories printed in this Press Sheet. They will make money for you. See the cuts on page 2 and those on the back cover. They are great.

ably one of the most popular of American screen stars. His cinema achievements are too numerous to mention, but it is safe to say that they are not surpassed by those of any other players of the silver sheet. His recent pictures, "The Dictator" and "The Ghost Breaker," not to mention a score of their predecessors, have placed him in the front rank of stars in public estimation but when his admirers see him in "Clarence" they will witness one of the most artistic performances he ever has contributed to the picture art.

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AGNES AYRES

mation of the motion picture loving public. Her work with Rodolph Valentino in "The Sheik," proved her to be an artiste of manifold attainments, and this conviction was accentuated by her characterizations in "The Ordeal" and "Borderland." She acquits herself exquisitely in "Clarence."

May McAvoy's interpretation of the difficult role of Grizel in "Sentimental Tommy" made her



WALLACE REID

In William de Mille's new Paramount Comedy production, "Clarence"

cast in "Clarence" and displays her artistry to the finest advantage.

### William de Mille Famous Director

Admired for his masterly direction of "Midsummer Madness" William de Mille ranks among the foremost picture producers of this or any other country. Exhibitors need not be told that such pictures as that named, not to speak of "Nice People", "Bought and Paid For", and others produced by William de Mille, are genuine box office assets. That "Clarence", being a superb comedy creation in which Mr. de Mille's talent is displayed in every scene, will more than maintain the high de Mille stand-

ment for Paramount that to mention all of them would make a list too long for the limited space allotted here.

### Booth Tarkington Author of Story

Of course, you know Booth Tarkington. He is one of the best known American novelists and playwrights. He wrote "Clarence" as a play and it scored an instantaneous hit on Broadway in New York in 1919. It is a whimsical comedy of American family life.

### Well-Known Players in Supporting Cast

There are several well known players in the supporting cast. Chief among these is Kathlyn Williams, herself a star of repu-



MAY McAVOY

tation. Others include Adolphe Menjou, Edward Martindel, Bertram Johns and Robert Agnew.

### Guy Wilky Did the Photography

When it is said that Guy Wilky photographed the scenes of a Paramount picture, little more need be added. Mr. Wilky is a thorough artist and there are few screen photographers who excel him in skill.

### Why Picture Will Win

"Clarence" is more or less a laugh producer from start to finish. It will not cause loud guffaws, perhaps, because its humor is more mellow and refined. In other words, the audience will not laugh because of any absurdities, but because the play is so truthful—so real a picture of our own lives and of the American home with its little scrapes and tangles and petty jealousies and clashes of the members of an everyday family. As William de Mille describes it—"it is humorous rather than funny." There is a fine distinction.

### Should Make Money

"Clarence" should make money for an exhibitor because of its universal appeal to audiences. It is a picture of the American family, written by Booth Tarkington, an author who has been read by father, mother, sister and son, with equal delight. The great American family is familiar with Tarkington achievements and Tarkington style. They are also familiar with the work of William de Mille, the producer, who is better qualified to translate literature of this kind—character studies—to the screen than any other director.

This picture should have a quadruple appeal to patrons from a cast standpoint. There is not just one star, but four—Wallace Reid, Agnes Ayres, May McAvoy and Kathlyn Williams, the first three of whom have recently been seen in their own starring vehicles via Paramount.

This picture, like "Lulu Bett," takes the audience behind the doors of an American home and shows them what is going on within—shows them things that most of them have experienced, but never laughed at them because the joke was on them instead of the other fellow.

### Reid's Role Unique

The picture presents Wallace Reid in a role entirely different from anything he has ever done and which, he handles in a most excellent manner. The public will want to see Wallace Reid as a big awkward rookie in ill-fitting clothes, wearing horn rimmed glasses, with his hair roughly parted, and being in action and mannerism, the very man that he looks. And then, as the picture progresses, he gradually changes and at the finish becomes more like Wally himself, loses his self-consciousness and his horn rimmed glasses and captures the hearts of every woman in the audience.

### Story Is Pure Comedy

The story will leave a pleasant taste in the mouth. It is pure, humorous comedy. It takes the problem of the American family which is jangling and all out of tune and shows how Clarence comes in and by his personality straightens everything out.

There are the clever acting ability and good looks of Wallace Reid, the beauty of Agnes Ayres, the dainty appeal of May McAvoy and the polished artistry of Kathlyn Williams and several other carefully picked players.

last evening during the presentation of a Paramount comedy classic, "Clarence." The picture was directed by William de Mille—usually given to producing serious drama—and it contained all of the humor and whimsicality of Booth Tarkington, author of the play on which it is based.

"Clarence" is the story of an absent-minded soldier whom fate selects to be the cementing influence in the lives of a squabbling family. His sincerity wins the confidence of the disputants and he tactfully arranges matters so that everybody is happy and contented. In the name role Wallace Reid proves himself one of the most humorous players on the screen. His "Clarence" is a role that will linger long in one's memory. As Violet Pinney, the governess who appears to be the family's storm center, Agnes Ayres is charming and convincing. Considerable amusement is provided by May McAvoy, who believes that the entire world should stop and with bated breath watch the progress of her first love.

Mr. de Mille has directed the picture with deftness and understanding and has given the screen a human comedy which will be regarded as one of the comedy classics of the year. The supporting players were excellent in their respective portrayals.

### "Clarence" Is Approved.

A capacity audience at the theatre gave strong approval to the Paramount feature version of Booth Tarkington's famous comedy, "Clarence," last night. Wallace Reid was delightful as Clarence, the ex-mule driver, coleopterist and discharged soldier, who drifts into the midst of an unhappy family and adjusts their little misunderstandings. Agnes Ayres as the family's governess—"too pretty to be trusted," was more charming than ever while May McAvoy was irresistible as the daughter of the house. Kathlyn Williams makes a welcome return to the screen and there are many other popular names in the cast.

William de Mille, who departed temporarily from the realm of the serious, shows with this picture that he has a decided forte for comedy. He has made "Clarence" a remarkably human comedy, one that will live long in the memory. It is a classic of the home for the home.

### "Clarence" Scores Big Hit.

William de Mille's superb Paramount production of "Clarence" in which Wallace Reid, Agnes Ayres and May McAvoy, all Paramount stars, are featured, scored a big hit at the theatre last night. This is one of the most enjoyable comedies produced this year and based as it is on Booth Tarkington's successful stage play of the same name, there is little wanting to make it one of the most admirable comedies ever screened. Mr. Reid is a sort of fixer of family troubles, and in the performance of his task, there is much to be said in praise of his methods. Miss Ayres is delightful in her role, while Miss McAvoy is finely cast. If you need a tonic, "Clarence" will supply it, for it is immense. The support generally is of excellent quality. Don't miss this treat.

## Humorous Story of Family Life is "Clarence"

THIS is a chapter from the lives of the members of the Wheeler family and of the influence brought into them by Clarence, an ex-soldier. The Wheeler family is all at sixes and sevens, with every one having his own particular grievance, and getting on every one else's nerves. Mr. Wheeler is an inexhaustible sponge, absorbing business, while his wife is thirsting for admiration.

She is jealous of Violet Pinney, the governess, because she thinks her too pretty to be competent. Cora Wheeler, a flapper, and Bobby Wheeler, who is expelled from school within a few days of being admitted, are the two children and they are continually quarreling.

Another ingredient in the family discord is Hubert Stem, Mr. Wheeler's private secretary, while Della the maid, and Dinwiddy the butler, also do their share in sustaining the air of discontent that prevails in the Wheeler household. It is into this family that Clarence comes. Clarence has seen active service on a Texas rifle range, having been wounded by inaction there. He is an authority on Missouri mules, and a master of the saxophone. He hypnotizes Mr. Wheeler into giving him a job, and soon he is the confident of every member of the household.

He sees that Stem is making a wild play for Cora and is instrumental in foiling an elopement. But in so doing he drops his pocketbook and from papers found in it, Stem jumps to the conclusion that Clarence is a deserter. Clarence complicates matters by falling in love with Violet. He is explaining Cora's attempted elopement to her when Bobby, who is madly in love with Violet, lands

into Cora and they have a regular boy and girl scrap. Wheeler asks Violet for an explanation. Mrs. Wheeler decides that Violet must go. Mr. Wheeler asserts that he will leave with her.

Matters are at a crisis and the home is on the verge of being broken up, when onto the scene, dressed immaculately, strolls Clarence, playing the saxophone. Cora, forgetting her imagined love for Stem, takes possession of him and leads him to her mother. Mrs. Wheeler decides that here is a man who will appreciate her. Della also reacts to his charm, and together the three listen to the melody pouring from the saxophone.

Later, that evening, Clarence and Mrs. Wheeler are together in the garden when the young man's attention is attracted by a beetle, and he completely forgets the woman by his side. Wheeler sees them from a window and demands an explanation.

Stem decides to play his trump card, and produces the supposedly incriminating pocketbook. Things look black for Clarence. Then Dinwiddy recollects that a letter once came for Dr. Smith and this is eventually dug up. It now develops that Clarence is Dr. Smith, an eminent coleopterist. The letter is from the Dean of his college offering him a position as Professor of Etymology.

The situation is cleared up and Stem thrown out of the house, Mr. and Mrs. Wheeler are reunited, Della and Dinwiddy fall into each other's arms, Cora and Bobby realize that life's greatest tragedy is theirs, and Clarence and Violet decide to spend the rest of their lives together.

"CLARENCE"	
The Cast:	
Clarence	Wallace Reid
Violet Pinney	Agnes Ayres
Cora Wheeler	May McAvoy
Mrs. Wheeler	Kathlyn Williams
Mr. Wheeler	Ed. Martindel
Bobby Wheeler	Robert Agnew
Hubert Stem	Adolphe Menjou
Dinwiddy	Bertram Johns
Della	Dorothy Gordon
Mrs. Martin	Maym Kelso





"CLARENCE"

# Newspaper Ads in the Spirit of the Picture

Note to Exhibitors: Your exchange has mats and electros of the advertisements illustrated below. Ask for them by the numbers indicated under the ads. See Price List on Page 4.



Screen play by  
Clara Beranger

BOOTH TARKINGTON'S roaring stage comedy hit is bigger and funnier than ever on the screen. Produced with a cast of your favorite stars. With Wally Reid as the mysterious hero who jazzes the flappers' hearts away with his moanin' saxophone. Seven reels of pure joy for the whole family.

A Paramount Picture



With  
**Wallace Reid**  
Agnes Ayres  
May McAvoy

Adolph Zukor  
Presents a

**William de Mille**  
Production

# "Clarence"

Four-column Newspaper Advertisement 4A.

They All Fall for Clarence!



CLARENCE is the big genial hero of the greatest American comedy ever written. A love story that turns the laughlight upon the average American home. New York roared over it for two years on the stage. Now, with three stars in the leading roles, it's funnier than ever on the screen.

A Paramount Picture



ADOLPH ZUKOR PRESENTS A  
**WILLIAM deMILLE**  
PRODUCTION

# "Clarence"

with **WALLACE REID**  
**AGNES AYRES**  
**MAY McAVOY**

From the great comedy by Booth Tarkington. Screen play by Clara Beranger.

Three-column Newspaper Ad 3A.

THEATRE

with  
**Wallace Reid**  
Agnes Ayres  
May McAvoy



"CLARENCE" **WALLACE REID**  
By BOOTH TARKINGTON **AGNES AYRES**  
**MAY McAVOY**  
Wm. de Mille Production—A Paramount Picture

Type Ad

**WANTED**  
BY THE GOVERNMENT

The government is looking for...

Catchlines for Ad Copy

CLARENCE was an authority on bugs, so he knew all about flappers.





With  
**Wallace Reid**  
**Agnes Ayres**  
**May McAvoy**

Adolph Zukor  
Presents a  
**William de Mille**  
Production

# "Clarence"

Four-column Newspaper Advertisement 4A.



ADOLPH ZUKOR PRESENTS A  
**WILLIAM deMILLE**  
PRODUCTION

## "Clarence"

WITH  
**WALLACE REID,**  
**AGNES AYRES, MAY McAVOY**  
A Paramount Picture

Two-column Supplementary Ad Cut 2AS

See also the 3-column  
Scene Cut on page 4



Wallace Reid in the  
Paramount Picture  
"CLARENCE"  
A William deMille Production  
Production Cut 1PB



Wallace Reid and Agnes Ayres in a scene from the Paramount Picture  
"Clarence" A William deMille Production  
Production Cut 2P



May McAvoy in the  
Paramount Picture "Clarence"  
A William deMille Production  
Production Cut 1PA

### Catchlines for Ad Copy

CLARENCE was an authority on bugs, so he knew all about flappers.

Let "Clarence" chase your blues away with his moanin' saxophone.

When they see "Clarence," folks laugh who have never laughed before.

"Clarence" could drive mules without swearing, but he couldn't drive a flapper without losing his heart.

When you see "Clarence," you'll have the laugh on yourself and your neighbors. For "Clarence" is the average American home, with its foibles and foolishness, seen through a smile-tinted lens.

After you see "Clarence," you'll want to take him home with you.

Two-column Press Ad 2A



ADOLPH ZUKOR PRESENTS A  
**WILLIAM deMILLE**  
PRODUCTION

# "Clarence"

with **WALLACE REID**  
**AGNES AYRES**  
**MAY McAVOY**

From the great comedy by Booth Tarkington. Screen play by Clara Beranger.

Three-column Newspaper Ad 3A.

### THEATRE

with  
**Wallace Reid**  
**Agnes Ayres**  
**May McAvoy**  
A Paramount Picture



Adolph Zukor presents a  
**WILLIAM deMILLE**  
Production

## "Clarence"

BOOTH TARKINGTON'S  
great American comedy  
played by a cast of stars.  
Kathlyn Williams and  
Adolphe Menjou in the sup-  
porting cast.

One-column Press Ad 1A.

### "CLARENCE"

Booth Tarkington's great  
American comedy  
with  
**WALLACE REID**  
**AGNES AYRES**  
**MAY McAVOY**

A Wm. de Mille Production.  
A Paramount Picture

Type Ad

### "CLARENCE" WALLACE REID

By BOOTH TARKINGTON  
AGNES AYRES  
MAY McAVOY

Wm. de Mille Production—A Paramount Picture

Type Ad

### WANTED

BY THE GOVERNMENT



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With  
**Wallace Reid**  
**Agnes Ayres**  
**May McAvoy**  
A  
Paramount  
Picture

Adolph Zukor presents a  
**WILLIAM deMILLE**  
Production

# "Clarence"

FOR cast, story and whole-  
some laughs—the greatest  
American comedy ever  
screened. No wonder Della  
cried, "Ain't Clarence grand!"

From the comedy by Booth  
Tarkington. Screen play  
by Clara Beranger.

Two-Column Press Ad 2A





A  
William de Mille  
Production

Adolph Zukor Presents

# "CLARENCE"

With Wallace Reid  
Agnes Ayres and  
May McAvoy

Worth While Advance and Current Stories for Your Home Town Papers



## Wallace Reid Has Odd Role In New Comedy

Star Is a Domestic Happiness Expert in Paramount Picture "Clarence."

IF you can visualize a man who is a coleopterist, a domestic happiness expert, a former mule driver, who doesn't cuss and still is a man, then you have a fairly good mental picture of "Clarence", whose exploits form the basis of the Paramount picture of the same name coming to the theatre next. But even with this mental picture you have not been told of the straggly hair of Clarence, nor of his huge tortoise-shell spectacles and lots of other idiosyncrasies which help make him an unforgettable figure, in this production.

Above all else, Clarence is an extremely likable chap, and all because he happens into the Wheeler family just in time to prevent the family breaking up. Barking and biting has set the nerves of each member on edge and the inevitable is about to happen, when along comes Clarence, and with a calm word here, a soft caress there and a clever display of diplomacy and tact at all times, he rebuilds the tottering house of cards into a mansion of peace and happiness.

Just how Clarence does this cannot be adequately described for there is a subtle something to it which defies description. Booth Tarkington, however, saw it and wove it into the famous play from which the picture was adapted. As "Clarence," Wallace Reid has never done anything which quite equals his droll humor and likableness in this part. He receives excellent support from Agnes Ayres as Violet Pinney, while May McAvoy makes a sparkling success in the sub-deb role of Cora Wheeler.

The picture is a William de Mille production and is the first of a humorous nature that this capable director has given to the screen public. Clara Beranger wrote the screen play.

## DOG CHEWS MULES

### Agnes Ayres' Pet Puppy Causes Star Much Trouble.

Agnes Ayres has some dog! His particular sport seems to be to chew up all the mules he can find!

The "mules" in question, however, are not the animal variety, but the kind worn on milady's dainty foot.

"Thor," the warlike name of the Paramount star's young pet, has already chewed up four pairs of satin boudoir slippers and Miss Ayres has to keep the remaining pairs on a high shelf, out of his reach.

The dog, which is of thoroughbred German Police breed, is a playful puppy and when allowed in the house romps around in high glee, knocking over a table or a chair here and there and wrecking things generally. Miss Ayres has hopes for him, however, when he grows older, and meantime is training him away from his ill manners by stepping on his toes and otherwise showing her disapproval of his boisterous conduct.

Miss Ayres plays one of the important roles in William de Mille's production of "Clarence," a Paramount version of Booth Tarkington's famous stage success, which comes to the theatre next. Wallace Reid and May McAvoy also are featured.

## Delightful Comedy.

One of the most delightful comedies shown here this season, is "Clarence."

## "Clarence" New Comedy With 3 Paramount Stars

Wallace Reid, Agnes Ayres and May McAvoy Seen in Leading Roles.

WILLIAM DE MILLE'S Paramount production of "Clarence," featuring Wallace Reid, Agnes Ayres and May McAvoy, which is to be shown at the Theatre next, presents something really new in the film world, when one considers the past performances of the director, as well as the achievements of the stars named. This is that the picture is distinctly a comedy, not overburdened with plot, yet at the same time delivering a message that is quite worth while.

Clarence Smith is a coleopterist, and also he is the only man in the world who ever drove army mules without swearing at them. He comes unostentatiously into the Wheeler household where barking and biting and bickering is of daily if not hourly occurrence and the family is on the point of breaking up, when he begins his work as fixer. His quiet trustful nature manifests itself, and before long he becomes the confident of every one in the house. It is then that with tact and patience he sets out to build up permanently the crumbling house of cards, and in the end he succeeds most happily.

But from beginning to end, even though the issues at stake are serious, the proceedings prove to be most humorous. The picture, which is based on the celebrated play by Booth Tarkington, is said to be the comedy hit of the year. The supporting company is of the finest grade.

## WHEN'S A GATE A JAR?

May McAvoy of "Clarence" Cast Gets Answer from "Props."

"The gates won't close, props," said May McAvoy, one of the leading players in William de Mille's Paramount production of "Clarence" in which Miss McAvoy is featured with Wallace Reid and Agnes Ayres. She was referring to the gates in the garden scene. "If they won't close, they're not gates," responded props.

"What do you mean?" asked May. "Well, if they are not closed, they are a-jar. It can't be a gate and a jar, too."

Which accounts for the report that this particular props broke seven speed records in the studio after his outburst. To stand still might have meant trouble. "Clarence" is due for showing at the theatre next. The support is far above the average.

## "Clarence" at the Paramount.

William de Mille's new production of "Clarence," featuring Wallace Reid, Agnes Ayres and May McAvoy, will be the feature at the Paramount theatre next. Mr. Reid has the role of a rookie who enters a family as a stranger and cures them of their habit of wrangling which all but disrupts the household. Incidentally, Clarence falls in love with the governess in the family and how he succeeds in winning her, is said to be filled with genuine humor. The supporting cast is excellent.

## Reid in Fine Comedy.

Wallace Reid has a fine comedy role in "Clarence," a William de Mille Paramount production which will be shown at the theatre next. The story deals with the efforts of Clarence Smith, a rookie, to bring peace to the members of a wrangling family, where even the piano is out of

## Brilliant Cast With Three Stars Chosen For "Clarence"

William de Mille's Picturization of Booth Tarkington's Famous Stage Success a Delightful Paramount Comedy

DISTINCTLY unique and praiseworthy is William de Mille's latest Paramount production of "Clarence," a picturization of Booth Tarkington's celebrated stage success which achieved a triumph in New York a few years ago. With three famous Paramount stars—Wallace Reid, Agnes Ayres and May McAvoy—and a supporting cast which embraces many notable screen players, "Clarence" is a charming comedy of American family life, and one that carries a sweet and wholesome

message. It is a picture every man, woman and child in the country who sees it will enjoy for it is clean as a pin and directly in line with that better grade of pictures which the public demands and which Paramount is producing.

## Wallace Reid in Title Role.

Wallace Reid, in the role of Clarence, a saxophone-playing ex-soldier, who unconsciously becomes a domestic happiness expert and general fixer in the squabbling family where he lodges, has one of the finest roles of his screen career. Clarence finds the Wheeler family at sixes and sevens and the family is about to be disrupted when he deftly begins to smooth things out, with the result that happiness comes to all and he himself wins the love of a charming girl. The plot is not intricate, but the story has sympathy and appeal and the sentiment will please the most blasé picture lover.

## Agnes Ayres a Governess.

Agnes Ayres has the sympathetic role of Violet Pinney, the governess in the Wheeler household, of whom Mrs. Wheeler is insanely jealous, and of course, without cause. May McAvoy is Cora Wheeler, a flapper, who with her brother, comes under the care of Clarence. It is a part exceptionally well suited to Miss McAvoy's capabilities. Kathryn Williams, former screen star, is seen as Mrs. Wheeler, a part in which she proves her versatility.

## Clever Supporting Cast.

Adolph Menjou is cast as Hubert Stem. Mr. Menjou was seen in "The Faith Healer," but his biggest hit recently was as The King in "The Three Musketeers." He also had an important part in Penrhyn Stanlaw's production of "Pink Gods."

Edward Martindel, who was seen in support of Bebe Daniels in "You Never Can Tell," and in "The Call of the North," is cast as Henry Wheeler.

## Some Titles From "Clarence"

THE great sin of marriage is the sin of omission—the failure to keep up the mutual consideration and attention of courtship days.

The husband, tired after a day's hard work, craves quiet and rest, the wife craves the devotion and attention of her husband. Each, a martyr in his own eyes, gets on the other's nerves; and the children, eager to express their own individuality, add to the jingle and confusion of the home.

The successful business man is apt to believe his duty is done when he supplies his family with everything that money can buy.

When a wife fails to get her husband's attention, she wonders who the other woman is.

"You know, Clarence, a little harmony would help the Wheeler family. Why even their piano's out of tune."

Why do husbands invariably dislike men who put their wives in good humor?

"Don't be ashamed of your romance. The thing to be ashamed of is neglecting it."

Bertie Johns is Dinwiddy, the butler. Robert Agnew is Bobby Wheeler. Dorothy Gordon is Della, the maid. Maym Kelso, who was Bebe Daniels' scheming aunt in "One Wild Week," is secretary to Henry Wheeler. "Clarence" comes to the theatre next.

ence" comes to the theatre next according to the announcement of manager.

## "Clarence" Well Played

Three prominent stars, supported by a cast of popular players and directed by William de Mille, are seen in Paramount's screen version of Booth Tarkington's laughing success, "Clarence." They are Wallace Reid, Agnes Ayres and May McAvoy. The supporting cast includes Kathryn Williams, Adolphe Menjou, Edward Martindel, Bertram Johns, Robert Agnew, Dorothy Gordon and Maym Kelso. A cast par excellence in the laughing hit of the year. The picture comes to this theatre next.

## "Clarence" Humorous Picture

In "Clarence" William de Mille adds to his many screen achievements that of successfully directing an entirely humorous picture. Proof of this will be emphatically forthcoming when his latest production, an adaptation of Booth Tarkington's play, "Clarence," comes to this theatre on next. The picture carries a fine message, despite the fact that it is a comedy.

## Kathlyn Williams in Cast

Kathlyn Williams who recently made a trip through the Orient will be seen in William de Mille's Paramount production of "Clarence," to be shown at this theatre soon. She is said to give an excellent performance as Mrs. Wheeler, in the screen version of this famous Booth Tarkington comedy.

## Reid Vitalizes "Clarence"

As a play, Booth Tarkington's "Clarence" was a phenomenal success. Transferred to the screen, Wallace Reid vitalizes the character of Clarence Smith most enjoyably. If you would learn how—see the picture when it comes to this theatre on next.

## Mustache Yields to Art

Bertram Johns made a great sacrifice for art when he shaved off his famous English mustache and now appears with a smooth and unruffled upper lip. The sacrifice is observed in the coming Paramount production of "Clarence" in which he has the role of a butler.

## A Chain Letter Idea on "Clarence"

EXHIBITORS may find this chain letter idea for the exploitation of "Clarence" profitable. Find some prominent citizen whose first name is "Clarence" and see if you can't get him interested in the organization of a Clarence Club.

If you can get all the Clarences in town together the newspapers will undoubtedly give it good publicity. You can admit members of the Clarence

Club free the first night of your showing of the picture.

If this stunt is unworkable, the exhibitor might announce a "Clarence Night," on which anybody presenting his personal card with the given name of Clarence will be admitted free of charge.

Here is a letter to send to the Clarences in your town:

## "Clarence," Fine Comedy, Packed With Laughter

Wallace Reid, Agnes Ayres and May McAvoy Featured in Production.

A WHOLESOME comedy of family life in America! A picture story that conveys a fine message without being a preachment! That is William de Mille's Paramount production of "Clarence," featuring Wallace Reid, Agnes Ayres and May McAvoy, three screen stars of unquestioned popularity. Manager announces that "Clarence" will be the bill at the theatre next, and he asserts it is one of the most enjoyable pictures booked by him this season.

"Clarence" is the humorous story of an ex-soldier who drove mules without swearing and who became a good angel in the family of a millionaire whose happiness is being dashed upon the rocks because of their lack of harmony and constant bickering. Clarence found the task of reconciling this family nearly as difficult as driving army mules without cussing, but he accomplishes the task with the aid of his saxophone, his genial temperament and general tact, so that happiness is the lot of all concerned.

"Clarence" is packed with laughs from beginning to end. In the title role Mr. Reid scores a conspicuous success, while Agnes Ayres and May McAvoy have parts suited to their personalities. There is a supporting cast of rare excellence, and the screen version of Booth Tarkington's famous play is said to rank as one of the most enjoyable pictures of the year. Kathryn Williams, Adolphe Menjou, Edward Martindel, Bertie Johns, Robert Agnew, Dorothy Gordon and Maym Kelso are in the supporting cast.

## REID NO VAIN HERO

Star Finds Role in "Clarence" Most Congenial.

Wallace Reid doesn't want to be a handsome hero. At least not all the time. The Paramount star and member of the Paramount Stock Company, likes to hide his good looks under a character disguise, such as the rookie in "Clarence," William de Mille's new production in which Wally appears with May McAvoy, Kathryn Williams and others. He's happy in the part for he has tousled hair, wears big, horn-rimmed glasses, a badly fitting uniform of a buck private and doesn't have to worry about the creases in his trousers. "Clarence," said to be one of the most delightful comedies of the current season, will be shown at the theatre next. The supporting cast includes Kathryn Williams, Adolphe Menjou, Edward Martindel, Maym Kelso and others.

## COMEDY HAS PLOT

"Clarence" Brings Message to Most American Families

"Clarence," a William de Mille Paramount production featuring Wallace Reid, Agnes Ayres and May McAvoy, which will be shown at the theatre next, is a Booth Tarkington comedy with a good plot. Clarence Smith is a coleopterist and the only man in the world who ever drove army mules without swearing at them. He comes quietly into the Wheeler household where there is much bickering, and soon becomes the confident of all in the house. How he brings peace and happiness into the family makes a good story.

## Wally Trailed By Cats; Never Again, Says He

Star Used Goose Grease For Make up And Felines Caught the Odor.

WALLACE REID, one of the leading players in "Clarence," William de Mille's current production for Paramount, won't make any more experiments. Those acquainted with the Hollywood studio of Famous Players-Lasky are aware that a great number of cats—tom cats, tabbies, pussy cats, kittens and countless other types are constantly in evidence. They are also aware that Wally has a great inherent curiosity. He loves to experiment.

Therefore, when an agent approached Wally recently and hinted that he had a new and excellent kind of make-up that was easy to put on and take off, Wally fell immediately. He applied the stuff and gave himself the up-and-down in a mirror. Altogether, he was much pleased. Then he started for the set.

He passed a cat. That feline suddenly lifted its nose and drew a deep breath. Immediately it trailed Wally, meowing joyously. A second cat joined the line of march and shortly a third took up the chase. When Wally reached the set, he turned and saw no fewer than nine cats on his trail. When he walked, they walked. When he sat down they gathered nearby and lifted their voices in pleading chorus.

After thinking for some reason for the cat convention, Wally lifted the new make-up box. Fretfully perusing the contents of the box, he read the line:

"Goose grease, from which this make up is based, is easy to put on and remove and does not injure the skin."

However, the directions failed to state that goose grease has an odor all its own and that cats love goose grease—even Krazy Kats.

Wally had to scrub for half an hour to take away the odor. And he won't experiment again. "Clarence," in which Wally is featured with Agnes Ayres and May McAvoy, will be shown at the theatre next. It's a delightful comedy.

## SHOWER COSTS REID \$5

Star Has Wish Gratified During Filming of "Clarence."

The perspiration rolled from the brow of Wallace Reid, leading player in William de Mille's production for Paramount, "Clarence," which comes to the theatre next. Wally was working in scenes which forced him to wear a stiff collar and heavy clothes.

"I'd give \$5," moaned he, "if I could stand in a cool rain for just one minute."

In the yard of a home next to that on which the company labored an old man was sprinkling the lawn. He had a large hose and a big spray nozzle. An aeroplane passed overhead and the old man watched it. Also, the direction of the hose changed. Shouts brought the old man back to earth, to see the water spraying over the picture company. Presently he found himself shaking hands with Wally. And even now he wonders where the \$5 bill in his hand came from.

## REID A PEACEMAKER

Paramount Star Has Novel Role in Comedy "Clarence"



house of cards into a mansion of peace and happiness.

Just how Clarence does this cannot be adequately described for there is a subtle something to it which defies description. Booth Tarkington, however, saw it and wove it into the famous play from which the picture was adapted. As "Clarence," Wallace Reid has never done anything which quite equals his droll humor and likableness in this part. He receives excellent support from Agnes Ayres as Violet Pinney, while May McAvoy makes a sparkling success in the sub-dub role of Cora Wheeler.

The picture is a William de Mille production and is the first of a humorous nature that this capable director has given to the screen public. Clara Beranger wrote the screen play.

## DOG CHEWS MULES

### Agnes Ayres' Pet Puppy Causes Star Much Trouble.

Agnes Ayres has some dog! His particular sport seems to be to chew up all the mules he can find.

The "mules" in question, however, are not the animal variety, but the kind worn on milady's dainty foot.

"Thor," the warlike name of the Paramount star's young pet, has already chewed up four pairs of satin boudoir slippers and Miss Ayres has to keep the remaining pairs on a high shelf, out of his reach.

The dog, which is of thoroughbred German Police breed, is a playful puppy and when allowed in the house romps around in high glee, knocking over a table or a chair here and there and wrecking things generally. Miss Ayres has hopes for him, however, when he grows older, and meantime is training him away from his ill manners by stepping on his toes and otherwise showing her disapproval of his boisterous conduct.

Miss Ayres plays one of the important roles in William de Mille's production of "Clarence," a Paramount version of Booth Tarkington's famous stage success, which comes to the theatre next. Wallace Reid and May McAvoy also are featured.

### Delightful Comedy.

One of the most delightful comedies shown here this season, is "Clarence," a Paramount picture which has attracted large audiences to the theatre this week. It is a story of American family life with intense heart appeal, clean and wholesome comedy, and which teaches a sound lesson to those who care to learn. Wallace Reid, Agnes Ayres and May McAvoy, all Paramount stars, have the featured roles. It is well worth seeing, so don't miss it.

### You're Welcome, Clarence.

If your name is Clarence, a free seat will be yours for the opening showing of William de Mille's new Paramount picture, "Clarence," which opens at the theatre next. For a days' run. Wallace Reid, Agnes Ayres, and May McAvoy are featured. Call at the box office, show your credentials and the ticket is yours. Manager expects every Clarence in town will be present at the premiere of this admirable comedy of American family life.

### Agnew's Face Slapped.

May McAvoy slapped Robert Agnew's face the other day. She being a woman and he a man, he couldn't return the blow and was forced to give ground while she rained further punishment upon his cheeks. No quarrel, however. Just a scene for "Clarence," William de Mille's new Paramount feature in which Wallace Reid, Agnes Ayres and Miss McAvoy play the leading roles. Kathryn Williams and Mr. Agnew are in the supporting cast. It will be shown at the theatre next.

### Agnew Cousin of McKinley.

Robert Agnew, who plays the juvenile lead in William de Mille's production of "Clarence," which comes to the theatre next, is a third cousin of the late President McKinley. Mr. Agnew is the owner of one of the old McKinley homesteads in Ohio.

crumbling house of cards and in the end he succeeds most happily.

But from beginning to end, even though the issues at stake are serious, the proceedings prove to be most humorous. The picture, which is based on the celebrated play by Booth Tarkington, is said to be the comedy hit of the year. The supporting company is of the finest grade.

## WHEN'S A GATE A JAR?

### May McAvoy of "Clarence" Cast Gets Answer from "Props."

"The gates won't close, props," said May McAvoy, one of the leading players in William de Mille's Paramount production of "Clarence" in which Miss McAvoy is featured with Wallace Reid and Agnes Ayres. She was referring to the gates in the garden scene.

"If they won't close, they're not gates," responded props.

"What do you mean?" asked May. "Well, if they are not closed, they are a-jar. It can't be a gate and a jar, too."

Which accounts for the report that this particular props broke seven-speed records in the studio after his outburst. To stand still might have meant trouble. "Clarence" is due for showing at the theatre next. The support is far above the average.

## "Clarence" at the Paramount.

William de Mille's new production of "Clarence," featuring Wallace Reid, Agnes Ayres and May McAvoy, will be the feature at the Paramount theatre next. Mr. Reid has the role of a rookie who enters a family as a stranger and cures them of their habit of wrangling which all but disrupts the household. Incidentally, Clarence falls in love with the governess in the family and how he succeeds in winning her, is said to be filled with genuine humor. The supporting cast is excellent.

## Reid in Fine Comedy.

Wallace Reid has a fine comedy role in "Clarence," a William de Mille Paramount production which will be shown at the theatre next.

The story deals with the efforts of Clarence Smith, a rookie, to bring peace to the members of a wrangling family, where even the piano is out of tune. How he accomplishes this difficult task with the aid of a saxophone, is said to be provocative of much laughter. This is the first screen comedy in which Mr. Reid has been seen in several moons. Agnes Ayres and May McAvoy are featured in the cast.

## "Clarence" Coming Soon.

William de Mille's latest Paramount production, "Clarence," said to be one of the finest refined comedies ever seen on the screen, will be the feature at the theatre next. Wallace Reid, Agnes Ayres and May McAvoy, three noted screen stars, are featured. The story deals with the trials of a war veteran with a fondness for music and quiet, to adjust the differences of a wrangling family and ultimately brings peace to the household. There are many laughs and an exquisite love element. The cast is unusually effective.

## Worth While Laugh-Maker.

Said to be a laugh-maker that is distinctly worth while, "Clarence," a new Paramount comedy featuring Wallace Reid, Agnes Ayres and May McAvoy, will be shown at the theatre next. The story deals with the troubles of an American family the members of which are constantly at sixes and sevens and who are reconciled through the painstaking and humorous efforts of a rookie. The love element is strong and every scene has a laugh of its own.

## "Clarence" Quits Today.

The final showings of "Clarence," a Paramount comedy in which Wallace Reid, Agnes Ayres and May McAvoy are featured, will take place at the theatre today. The comedy has created a fine impression because of its clean and wholesome humor. Don't miss this admirable William de Mille's creation.

the squabbling family where he judges, has one of the finest roles of his screen career. Clarence finds the Wheeler family at sixes and sevens and the family is about to be disrupted when he deftly begins to smooth things out, with the result that happiness comes to all and he himself wins the love of a charming girl. The plot is not intricate, but the story has sympathy and appeal and the sentiment will please the most blasé picture lover.

## Agnes Ayres a Governess.

Agnes Ayres has the sympathetic role of Violet Pinney, the governess in the Wheeler household, of whom Mrs. Wheeler is insanely jealous, and of course, without cause. May McAvoy is Cora Wheeler, a flapper, who with her brother, comes under the care of Clarence. It is a part exceptionally well suited to Miss McAvoy's capabilities. Kathryn Williams, former screen star, is seen as Mrs. Wheeler, a part in which she proves her versatility.

## Clever Supporting Cast.

Adolph Menjou is cast as Hubert Stem. Mr. Menjou was seen in "The Faith Healer," but his biggest hit recently was as The King in "The Three Musketeers." He also had an important part in Penrhyn Stanlaws' production of "Pink Gods."

Edward Martindel, who was seen in support of Bebe Daniels in "You Never Can Tell," and in "The Call of the North," is cast as Henry Wheeler.

votion and attention to her husband. Each, a martyr in his own eyes, gets on the other's nerves; and the children, eager to express their own individuality, add to the jingle and confusion of the home.

The successful business man is apt to believe his duty is done when he supplies his family with everything that money can buy.

When a wife fails to get her husband's attention, she wonders who the other woman is.

"You know, Clarence, a little harmony would help the Wheeler family. Why even their piano's out of tune."

Why do husbands invariably dislike men who put their wives in good humor?

"Don't be ashamed of your romance. The thing to be ashamed of is neglecting it."

Bertie Johns is Dinwiddy, the butler. Robert Agnew is Bobby Wheeler. Dorothy Gordon is Della, the maid. Maym Kelso, who was Bebe Daniels' scheming aunt in "One Wild Week," is secretary to Henry Wheeler. "Clar-

par excellence in the laughing hit of the year. The picture comes to this theatre next.

## "Clarence" Humorous Picture

In "Clarence" William de Mille adds to his many screen achievements that of successfully directing an entirely humorous picture. Proof of this will be emphatically forthcoming when his latest production, an adaptation of Booth Tarkington's play, "Clarence," comes to this theatre on next. The picture carries a fine message, despite the fact that it is a comedy.

## Kathlyn Williams in Cast

Kathlyn Williams who recently made a trip through the Orient will be seen in William de Mille's Paramount production of "Clarence," to be shown at this theatre soon. She is said to give an excellent performance as Mrs. Wheeler, in the screen version of this famous Booth Tarkington comedy.

## Reid Vitalizes "Clarence"

As a play, Booth Tarkington's "Clarence" was a phenomenal success. Transferred to the screen, Wallace Reid vitalizes the character of Clarence Smith most enjoyably. If you would learn how—see the picture when it comes to this theatre on next.

## Mustache Yields to Art

Bertram Johns made a great sacrifice for art when he shaved off his famous English mustache and now appears with a smooth and unruffled upper lip. The sacrifice is observed in the coming Paramount production of "Clarence" in which he has the role of a butler.

# A Chain Letter Idea on "Clarence"

EXHIBITORS may find this chain letter idea for the exploitation of "Clarence" profitable.

Find some prominent citizen whose first name is "Clarence" and see if you can't get him interested in the organization of a Clarence Club.

If you can get all the Clarences in town together the newspapers will undoubtedly give it good publicity. You can admit members of the Clarence

TO  
Clarence Alexander  
FROM  
Clarence Smith

Dear Clarence: When Lionel, second son of Edward III, of England, had the good sense to marry the heiress of Clare, a town in Suffolk, a dukedom was at once created for him. This dukedom was called Clarence in honor of the town Clare and Lionel became the first Duke of Clarence.

It wasn't long after this that owing to Lionel's popularity, people began to name their baby boys "Clarence." Statistics do not give the date when the name Clarence commenced to be joked about on the stage and in the funny papers, but this sort of thing ought to be stopped and I might suggest a Clarence Anti-Defamation League, for all the Clarences I have known at least, have been "regular guys" including you and, I hope, me.

But here's a date I want you to remember—NOVEMBER 20TH—and to tell every blessed Clarence you possibly can to remember it and look forward delightedly to it too, for on that date an EVENT of great good fortune is scheduled that is going to mean a great deal to every man so FORTUNATE as to be named CLARENCE and it's going to be something that will give you and all your family CONSIDERABLE PLEASURE.

For the good of the Clarence clan and yourself in particular, I urge that you send a letter exactly like this to EVERY Clarence you possibly can—at least four or five, as this is the only method we have of spreading the GOOD NEWS. Failure to comply with this request will cause you much unhappiness. I received my letter from Clarence Massey of Cleveland.

Don't forget—NOVEMBER 20TH—brother CLARENCE.

Sincerely,

CLARENCE SMITH.

Tell your newspaper editors of your scheme and they doubtless will give it desirable publicity because of its novelty.

# "The Worst Job I Ever Had"

## By Wallace Reid

The toughest job of all my professional career, was as assistant editor of Motor Magazine, which position I held for some time before going into the motion picture work. I had had one year with Selig as an actor when I took this dive into literary work. I spent a good many hours at the desk and was swamped with routine work.

It was while I was holding down that job that my father, Hal Reid, started writing "The Confession."

When I finished at night I collaborated with him in writing the play. When it was finished I joined my father in producing the play. We took it to Montreal where it made a tremendous hit. After that we brought it back to New York and ran it at the old Bijou theatre.

## By Agnes Ayres

The worst job I ever had was posing for a commercial artist in New York at 35 cents an hour. But even that was better than nothing and I had been three months in Gotham without a job of any kind!

That was the hardest three months I have ever put in and the work when I did get it was difficult and tiring. To pose without a move for 25 minutes is hard work for anyone who isn't used to it and none too easy for those who are.

Finally, however, luck turned and I got an engagement with Powell-Mutual to do a good part in "Mrs. Balfame" with Nance O'Neil. From that I went to Vitagraph and things began to prosper. To pose for an artist is the most arduous occupation I can think of.

## By May McAvoy

When asked to tell the worst job I ever had and how I got a better one, I was at a loss how to reply.

If the truth be known, I have never had a job that I didn't enjoy, because about the only job to speak of that I have ever had is playing in Paramount pictures and that work has been a source of continual delight to me.

I do recall, as a child, the thing I most dreaded to do every day of my life, was to sit still for about fifteen minutes while my mother curled my hair. She would wrap the locks of hair about her finger, after dampening them, and I would have to sit until they were dry, after which the curl stayed in. I longed for the day when I would grow up and could put my hair up on my head and that the daily curling ordeal would be over.

"Clarence" is packed with laughs from beginning to end. In the title role Mr. Reid scores a conspicuous success, while Agnes Ayres and May McAvoy have parts suited to their personalities. There is a supporting cast of rare excellence, and the screen version of Booth Tarkington's famous play is said to rank as one of the most enjoyable pictures of the year. Kathryn Williams, Adolph Menjou, Edward Martindel, Bertie Johns, Robert Agnew, Dorothy Gordon and Maym Kelso are in the supporting cast.

## REID NO VAIN HERO

### Star Finds Role in "Clarence" Most Congenial.

Wallace Reid doesn't want to be a handsome hero. At least not all the time. The Paramount star and member of the Paramount Stock Company, likes to hide his good looks under a character disguise, such as the rookie in "Clarence," William de Mille's new production in which Wally appears with May McAvoy, Kathryn Williams and others. He's happy in the part for he has tousled hair, wears big, horn-rimmed glasses, a badly fitting uniform of a buck private and doesn't have to worry about the creases in his trousers. "Clarence," said to be one of the most delightful comedies of the current season, will be shown at the theatre next. The supporting cast includes Kathryn Williams, Adolph Menjou, Edward Martindel, Maym Kelso and others.

## COMEDY HAS PLOT

### "Clarence" Brings Message to Most American Families

"Clarence," a William de Mille Paramount production featuring Wallace Reid, Agnes Ayres and May McAvoy, which will be shown at the theatre next, is a Booth Tarkington comedy with a good plot.

Clarence Smith is a coleopterist and the only man in the world who ever drove army mules without swearing at them. He comes quietly into the Wheeler household where there is much bickering, and soon becomes the confident of all in the house. How he brings peace and happiness into the family makes a good story.

The picture, which has been made from the celebrated stage comedy of Booth Tarkington, comes announced as the comedy hit of the year.

## Real Scrap in "Clarence"

A regular ding-dong, brother-and-sister scrap provides one of the real thrills in William de Mille's Paramount production of "Clarence," which will be seen at the theatre next. May McAvoy has the role of Cora Wheeler, while Robert Agnew is seen as her brother Bobby, and the scrap that they get into over the trifling matter of whom they shall and shall not love, is one worth going far to see. Wallace Reid, Agnes Ayres and May McAvoy are featured.

## Reid a Coleopterist

If you don't know what a coleopterist is, see the Paramount picturization of Booth Tarkington's play "Clarence" at the theatre next. Wallace Reid is a coleopterist and Agnes Ayres and dainty May McAvoy are featured with him. The comedy is said to be delightful.

## "Clarence" Coming To Town

A Paramount picturization of Booth Tarkington's successful play, "Clarence" will be the feature at the theatre next. Wallace Reid, Agnes Ayres and May McAvoy are featured. There are many comedy scenes in the picture.

## Three Stars in Picture

There are three stars in the Paramount comedy, "Clarence" which will be on view at the theatre for days beginning next. They are Wallace Reid, Agnes Ayres and May McAvoy. The story is humorous and is said to convey a wholesome message to American families in which discord prevails.

meeting joyously. A second cat joined the line of march and shortly a third took up the chase. When Wally reached the set, he turned and saw no fewer than nine cats on his trail. When he walked, they walked. When he sat down they gathered nearby and lifted their voices in pleading chorus.

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### Star Has Wish Gratified During Filming of "Clarence."

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"I'd give \$5," moaned he, "if I could stand in a cool rain for just one minute."

In the yard of a home next to that on which the company labored an old man was sprinkling the lawn. He had a large hose and a big spray nozzle. An aeroplane passed overhead and the old man watched it. Also, the direction of the hose changed. Shouts brought the old man back to earth, to see the water spraying over the picture company. Presently he found himself shaking hands with Wally. And even now he wonders where the \$5 bill in his hand came from.

## REID A PEACEMAKER

### Paramount Star Has Novel Role in Comedy "Clarence"

Clarence Smith came into the Wheeler household at a time when the family was about to break up. But that didn't worry him, he'd earned the reputation in the army of being the only man in the A. E. F. who could drive army mules without painting the atmosphere red. So in he started with the Wheeler family and when he had finished his job he had Mr. and Mrs. Wheeler playing turtle doves; Violet Pinney, the governess, promising to "Love, Honor and Obey" him; Bobby Wheeler quite recovered from an infatuation for Miss Pinney; Cora Wheeler convinced that her first unhappy love affair would not kill her; several nasty rivals breathlessly outward bound, and the butler and maid both about to say, "I do!" So you will see that in matters of the heart, Clarence was an A-1 efficiency man.

He figures, by the way, in the center of all of these exploits in William de Mille's Paramount production of "Clarence," which comes to the theatre soon. Wallace Reid plays this part on the screen, and Agnes Ayres and May McAvoy have the leading feminine roles.

## "Clarence" Genuine Comedy

"Clarence," the William de Mille Paramount production coming to the theatre next, is the delightfully humorous story of a penniless ex-soldier who cemented up a millionaire's squabbling family, adjusted their differences and won a wife for himself. "Clarence" is a picture that is packed with laughs. In the title role Wallace Reid scores heavily, while Agnes Ayres and May McAvoy are finely cast. There is a supporting cast of genuine excellence.

## Last Showing Today

The final showings of "Clarence," a Paramount comedy featuring Wallace Reid, Agnes Ayres and May McAvoy, will take place at the theatre today. Don't miss this enjoyable comedy of American family life.





LOBBY CARDS (Set of Eight)

COMING

Adapted by William deMille  
Produced by William deMille  
**CLARENCE**  
with  
**WALLACE REID**  
**AGNES AYRES**  
and  
**MAY MCAVOY**  
From the story by  
South Tarleton  
Screen play by  
Clara Beranger



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LOBBY CARDS (Set of Eight)



**5-Color  
HERALD**

HERE is the front cover of the great Herald on "Clarence." The original is in five flashy colors, four pages, size 3½ x 5½ inches, to fit nicely into regulation envelope. The whole back cover is left blank for Theatre Name, playing dates, etc.



Wallace Reid May McAvoy and Agnes Ayres in a Scene from the Paramount Picture "Clarence" A William deMille Production Production Cut 3P

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**POSTERS**



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**POSTERS**







# HERALD

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LOBBY DISPLAY PHOTOS	
22 x 28	.40
11 x 14, Set of Eight	.80
Publicity Photos, each	.10
SCENE CUTS (Coarse Screen)	
One Column (Two Styles), each	.25
Two Column	.40
Three Column	.60
Special Announcement Slide	.15
ADVERTISING CUTS	
One Column	.85
Two Column	.65
Three Column	1.85
Four Column	3.50
Supplementary (Two Column)	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column	.05
Two Column	.10
Three Column	.15
Four Column (Adv. Only)	.25
GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
Insert Cards (14 x 34 in. to fit above)	.25
Window Card	.67
Heralds, per thousand	3.00
Trailers—National Screen Service	
126 W. 40th St., New York City	
735 So. Wabash Ave., Chicago, Ill.	



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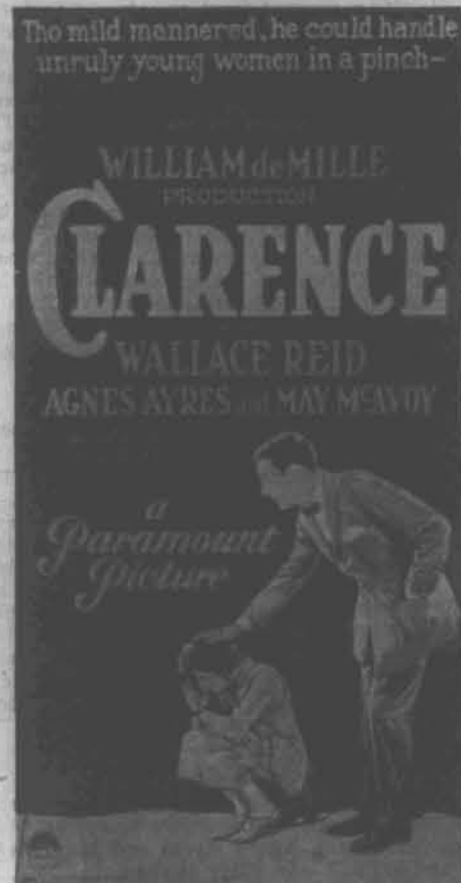


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